MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

MAD2013 – COPYWRITING

(All sections / Groups)

20 OCTOBER 2016
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 7 pages with 5 questions only.
2. Answer **FOUR** out of the FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Question 1

"In print advertising, one of the key format elements, the headline has the most important role"

a. What are the **FIVE** roles of an effective headline?

(5 marks)

b. Besides the headlines, what are the other **FIVE** key format elements?

(5 marks)

c. A slogans/taglines is a phrase designed to stay in the customer's mind, reinforcing the association between an ad & the product/company that is presenting it.

Provide **FIVE** samples of well-known brands and their current slogans.

(5 marks)

E.g: McDonalds : I'm Loving It.

d. The complete sales story is in the body copy or text. Copy comprises the interests, credibility, desire and often even the action steps.
Name **FIVE** styles of writing copy for an advertisement.

(5 marks)

e. Describe the following styles;
i. Institutional: _____
ii. Narrative: _____

(5 marks)

Question 2

Numerous persuasion tactics are sometimes discussed in the context of being persuasion strategies, but they are actually tactical executions of one of the three primary strategies. The three most popularly used persuasion strategies are Ethos, logos and Pathos.

a. Give the definition of **Ethos and Logos**

(2 marks)

Ethos Definition: _____
Logos Definition: _____

Continued...

b. To which persuasion strategies does the following copy belongs to?

(3 marks)

(i). *"The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas."*

(ii). *"He is a forensics and ballistics expert for the federal government – if anyone's qualified to determine the murder weapon, it's him."*

(iii). *"If we don't move soon, we're all going to die! Can't you see how dangerous it would be to stay?"*

c. Name **FIVE** of the six (6) persuasions tactics that are commonly used in advertising campaigns.

(5 marks)

d. Describe the following persuasion tactics;
(Copy the table below into your answer script and write your answers thereon.)

(5 marks)

i. Scarcity
ii. Likability
iii. Social Proof
iv. Reciprocation
v. Authority

e. Based on the advertisements below, which of the six (6) persuasion tactics were used? Name the persuasion tactics used in each advertisement and explain why it is used therein.

(10 marks)

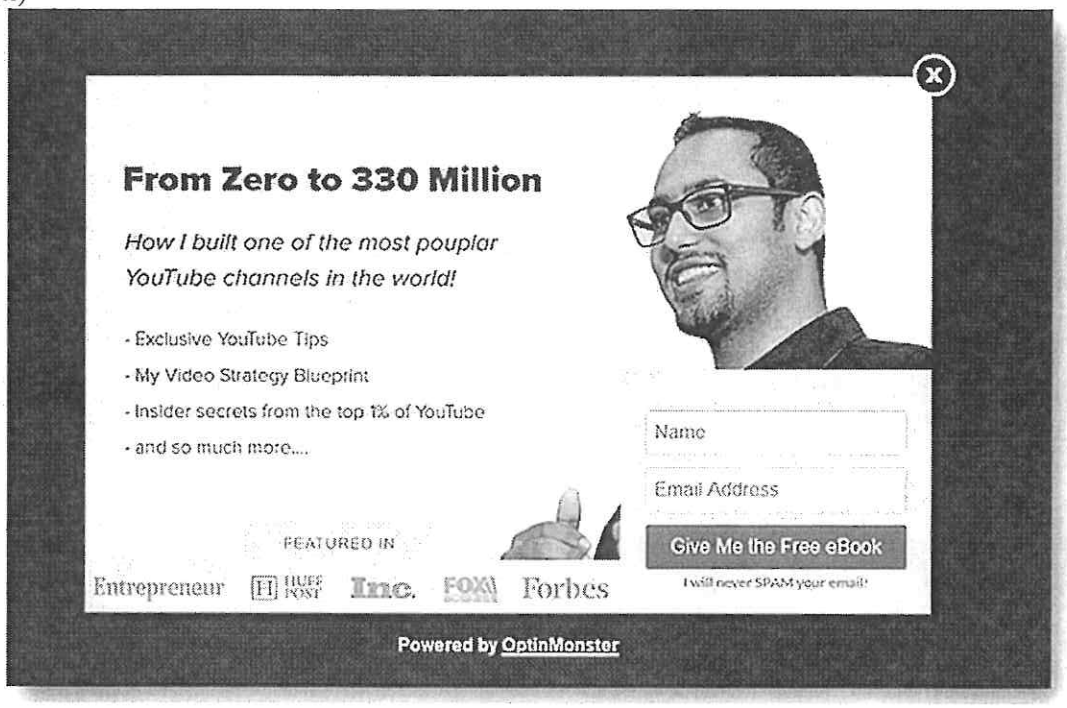
(i)

A PERFECT FIT NATURALLY
"I'm very particular about what I put on my face and body and have been using AVEENO® for years, so this partnership is a natural fit for me." – Jennifer Aniston
WATCH THE ANNOUNCEMENT ›

Type of persuasion tactic: _____

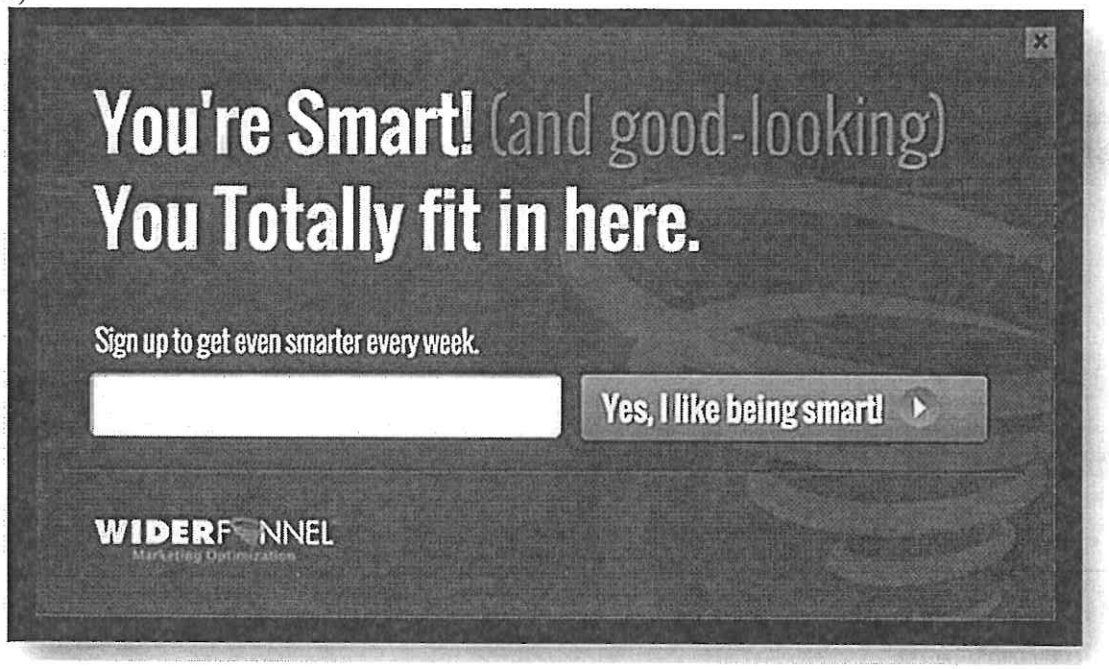
Continued...

(ii)



Type of persuasion tactic: _____

(iii)


You're Smart! (and good-looking)
You Totally fit in here.
Sign up to get even smarter every week.
Yes, I like being smart!
WIDERFUNNEL

Type of persuasion tactic: _____

Continued...

Question 3

a. Name and describe the FIVE (5) most commonly used formats of radio and television commercials

(10 marks)

b. There are EIGHT (8) basic principles for writing copy for websites. One is described as follows:

Make it lively - Content presented should be clear and interesting. Use proper words to maintain the interest of the visitors.

Give **FIVE** more basic principles for writing copy for websites.

(5 marks)

c. Which of those principles applies to these descriptions?
(Copy the table below into your answer booklet and write your answers thereon)

(5 marks)

i. "Make the website descriptive and clear"
ii. "He/she is unlikely to read more than two lines of text before figuring out whether they're at the right place or not."
iii. "Use proper words to maintain the interest of the visitors."
iv. "The copy should address the site's most important target audience directly."
v. "The quicker they recognize it, the more familiar they will be to the site."

d. Explain the given FIVE (5) common abbreviations used in TV scripts
(Copy the table below into your answer booklet and write your answers thereon)

(5 marks)

i. **ECU** : _____
ii. **MCU** : _____
iii. **LS** : _____
iv. **PAN** : _____
v. **SUPER** : _____

Question 4

a. There are FIVE (5) elements that work under a brand's big IDEA and together they create a soul that consumers can love.
(Copy the table below into your answer booklet and write your answers thereon)

Give the definition for each of the elements below:

(10 marks)

i. Brand promise: _____
ii. Brand story: _____
iii. Innovation: _____
iv. Purchase moment: _____
v. Experience: _____

Continued...

b. Based on the positioning statements provided; explain accordingly to describe their creative briefs.
(Copy the table below into your answer booklet and write your answers thereon)
(10 marks)

i. "For woman concerned about perspiration wetness, Secret is the one brand of antiperspirant that is strong enough for a man but gentle enough for woman."

PRODUCT	: _____
TARGET MARKET	: _____
CATEGORY REFERENCE	: _____
PROMISE	: _____
REASON WHY	: _____

ii. "For people seeking wellness, the Body Shop offers the most natural baths and cosmetics products because we are the most environmentally friendly cosmetics company."

PRODUCT	: _____
TARGET MARKET	: _____
CATEGORY REFERENCE	: _____
PROMISE	: _____
REASON WHY	: _____

c. Based on the creative brief provided; write the positioning statement for the brand/product.
(5 marks)

i.

PRODUCT	: BREEZE Multicolor Cube
TARGET MARKET	: Young, busy adults who works in the city
CATEGORY REFERENCE	: New technology washing detergent
PROMISE	: solution for fast and simple laundry wash
REASON WHY	: combines new technology with proven Persil's efficient formula

Positioning statement of BREEZE's Multicolor Cube: _____

Continued...

Question 5

"Radio; A secondary medium that accompanies its listeners while they are engaged in their primary activities. It can conjure up concrete & stimulating images in the listener's mind and can have powerful impact on recall."

E.g; **Historical Fantasy**
Situation with revived historical characters is used to convey product message

a. Name and describe **FIVE** other creative ways about how to sell on radio.

(10 marks)

b. Give the description for the storyboarding format for TVC listed below:
(Copy the table below into your answer script and write your answers thereon)

(10 marks)

Technical description		Description
i.	**CU**	: _____
ii.	**DISS**	: _____
iii.	**CUT**	: _____
iv.	**FS**	: _____
v.	**MS**	: _____

c. "Copywriting for the electronic media differs from the print in which the copy is written in scripts and storyboards. **Radio** is a medium that maximizes sound whilst the **TV** uses sound and visual to grab the attention of consumers."

i. Describe **TWO** ways of creating effective radio commercials

(2 marks)

ii. Describe **THREE** ways of creating effective television commercials

(3 marks)

End of Page.